



## What your Ideal Audience Member Story

This document is going to guide you to write out this story. You will want to have a journal or a another document open, and just use these questions and this overview to write the “story” of your Ideal Audience Member.

Really connect with your audience and all the work you’ve already done in this Module. This is also a really great opportunity to connect to Intention before you start! 😊

What’s her name?

What does her current family experience look like?

Where does she live?

Describe her environment in DETAIL:

- What does she surround herself with?
- What brands does she buy?
- What colors does she love and surround herself with?
- What does she appreciate most about her environment?
- Is there anything about her current environment she would like to change?

What does she do for a living?

What does she earn for this?

Who does she hang out with? Where do they hang out?

What are her Top 3 Life Values?

What is she reading now? What books are on her “favorites” list?

What music does she listen to? What are her all-time favorites?

What movies does she watch? What are her all-time favorites?

What TV shows does she watch? What are her all-time favorites?

What magazine does she read? Does she have a subscription or does she buy it from the store?



What websites does she visit and read regularly?

What does she Google?

What are the categories of spending that are unique to her – that make her your ideal Audience?

Who does she look up to or aspire to be like?

What teachers, authors, celebrities or experts does she follow?

If she could create her ideal, ordinary day, what would it look like, from waking up to going to bed.

Write her story as it relates to your area of business:

- What does she say to herself that she doesn't say to others? What are the "private words" she uses to speak about this?
- How does she describe this to others? What are the "public words" she uses to speak about this?
- What emotions does she feel?

What's her deepest fear about herself and her life?

What does she worry about? What keeps her up at night or causes her stress?

What's the one area of life she refuses to face? What does she fear is TRUE about her that she will not allow herself to see fully?

What the "worst case result" she imagines when she's sure it's "not going to work out?"

How could things get worse than they are now?

If she could have things even better than she could imagine, what result would she achieve/what would she experience?

How would she be perceived by others if her best-case-scenario came true?

How would she perceive herself?

What would now be possible that wasn't previously attainable?